

## TO THE VOTERS OF MARICOPA COUNTY

Dear Voter:

The purpose of this publicity pamphlet/sample ballot is to provide you with information on Proposition 302 which will appear on the November 7, 2000 General Election ballot. Preparation of this pamphlet is required by State law and, in compliance with the Federal Voting Rights Act, the pamphlet has been printed in English and Spanish. In order to be prepared to fully exercise your right to vote on November 7, 2000, you are urged to thoroughly read all the material. This pamphlet may be taken into the voting booth on the day of the General Election.

Polling places will be open from 6 a.m. to 7 p.m. on November 7, 2000. Each voter must vote at the polling place for the voting precinct in which the voter is registered. Please check the address label on this pamphlet for your polling place location. Early voting is also available beginning October 5, 2000.

*Exercise Your Right, VOTE...*



**Publicity Pamphlet  
Sample Ballot**



For the  
**TOURISM & SPORTS  
AUTHORITY**

Proposition 302 to be submitted to the  
qualified electors  
of the County of Maricopa

at the  
**GENERAL ELECTION  
NOVEMBER 7, 2000**

( Spanish version begins on page 23 )

**Folleto de Publicidad  
Boleta de Muestra**

Para la  
**AUTORIDAD DE  
TURISMO Y DEPORTIVO**

Proposición 302 a presentarse a los  
electores calificados  
del Condado de Maricopa

en la  
**ELECCION GENERAL  
7 DE NOVIEMBRE DEL 2000**

( La versión en español comienza en la página 23 )

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The Tourism and Sports Authority (the "Authority") is an Arizona corporate and political body and, except as otherwise limited, modified or provided by the law establishing the Authority, has all of the rights, powers and immunities of Arizona municipal corporations. The boundaries of the Authority are the boundaries of any county in Arizona that has a population of more than two million persons (currently, only Maricopa County). Subject to the vote of the qualified electors residing in the Authority to levy a tax or a surcharge for the fiscal needs of the Authority, the Authority is considered to be an Arizona tax-levying public improvement district.

### Summary

The materials furnished in this pamphlet have been prepared to provide voters, within the constraints of space, full disclosure of the obligations imposed by law upon the Authority and how the Authority intends to proceed. We have provided objective and factual information. As required by law, we have also included projections and estimates which have been prepared by consultants to the Authority. The projections of the Authority's revenues and expenses are believed by the consultants to reflect reasonable expectations based on historical and other data presented to the Governor's Stadium Plan "B" Advisory Task Force (the "Governor's Task Force"). The projections of construction costs and public economic benefits are believed by the consultants to be conservative.

The Authority is established by law to: (i) promote tourism in Maricopa County; (ii) develop a multipurpose facility in Maricopa County for the use of a professional football franchise, a major college bowl sponsor, sports organizations other than football (such as professional soccer, Pan Am and World Cup games, and NCAA championship basketball tournament games) and organizers of other events (such as trade shows, concerts and similar attractions); (iii) develop and renovate Cactus League baseball spring training facilities in Maricopa County with other governmental partners; and (iv) develop and improve youth and amateur sports facilities, recreational facilities and other community facilities in Maricopa County with other governmental partners.

The revenues provided to or to be generated by the Authority to accomplish the purposes set forth above can be summarized as follows: (i) upon voter approval, the surcharge on car rentals targets visitors to the State (and includes an exemption for "replacement vehicles" for vehicles undergoing repair or similarly unavailable on a temporary basis), as does, upon voter approval, the 1% tax on hotels within the County; (ii) the other "public" monies come to the Authority from taxes applicable to the users of the multipurpose facility, from taxes applicable to the Arizona Cardinals and their employees, from taxes applicable to the activities and transactions associated with the multipurpose facility (including construction) and from interest on monies held by the Authority; (iii) "private" money, in the amount of \$85 million, which is required to be paid by the Cardinals to the Authority for the development of the facility and for the exclusive football uses of the facility, except for a major college bowl game; and (iv) "private" monies which will be provided for in "user agreements" which the Authority intends to negotiate and enter into with the Arizona Cardinals, the Fiesta Bowl and other regular users of the facility prior to the November 7, 2000 election.

The legislation establishing the Authority directs the Authority to identify possible sites for the multipurpose facility within Maricopa County. The Authority is required to select one or more sites, giving special consideration to those that are offered (land, infrastructure and parking) without cost - in addition to giving consideration to all other factors. The Authority will enter into one or more agreements for a site or sites before the election, subject to any approvals the offeror may have to obtain; however, final selection may not occur until after the election.

To provide for the fiscal needs of the Authority, the voters of Maricopa County are being asked to vote on a car rental surcharge and a tax on hotels in Maricopa County. Even if the car rental surcharge and the tax on hotels are approved by the voters of Maricopa County, the law establishing the Authority prohibits the State Treasurer from transferring monies to the Authority for tourism and the development of the multipurpose facility until the School Facilities Board, in consultation with the Governor's Office of Strategic Planning and Budgeting and after review by the Joint Legislative Budget Committee, certifies that sufficient monies are dedicated to the deficiencies corrections fund to make the school improvements required pursuant to A.R.S. § 15-2021.

For a more complete description of the Authority and its purposes and the ballot proposition, please review the remainder of this voter pamphlet.

### **Purposes For and Distribution Of Ballot Proposition Taxes**

If approved by Maricopa County voters, the revenues provided from the car rental surcharge and the tax on hotels are required to be paid over a 30-year period to the Authority by the State Treasurer. Under the law establishing the Authority, the Authority is required to distribute the revenues it receives each month for the following purposes and in the following order of priority:

**Multipurpose Facility Bonds:** To pay the annual principal and interest owed on a portion of the bonds issued by the Authority for construction of the multipurpose stadium facility in Maricopa County. The amount distributed is limited to no more than the annual principal and interest on bonds issued for no more than 50% of \$331 million of the capital costs of the facility, a state-of-the-art, publicly-owned multipurpose stadium. The multipurpose stadium facility will be the home of the Arizona Cardinals, the Tostitos Fiesta Bowl and, possibly, future Super Bowls. With its retractable roof and field, the facility also will be able to host major trade shows, political conventions and premier sporting events such as the NCAA Final Four basketball tournament and World Cup and professional soccer.

**Promotion of Tourism in Maricopa County:** To the Arizona Office of Tourism to promote tourism within Maricopa County. The amount distributed will be \$4 million in the first twelve months the ballot proposition taxes are in effect and increases by 5% each year thereafter until the ballot proposition taxes expire. None of these revenues may be used for administrative or overhead expenses. As a result of the funding provided, Maricopa County will be able to compete against other destinations or states such as Florida, Nevada and California, that currently have much larger promotion budgets. The economic benefits to Maricopa County from tourism are substantial.

**Cactus League Baseball Spring Training in Maricopa County:** To promote Arizona's Cactus League by constructing new Cactus League baseball spring training facilities in Maricopa County, or by renovating existing Cactus League baseball spring training facilities in Maricopa County. Under the law, each Cactus League project undertaken by the Authority must include the county or a city partner that contributes at least one-third of the cost of the project. The amount distributed gradually increases from \$3 million each year in the first seven years of the ballot proposition taxes to \$11 million each year in the last four years the ballot proposition taxes are in effect. The \$75 million to be provided by the Authority, together with matching funds, can provide approximately \$110 million, in today's dollars, to enable Maricopa County to compete with other spring training venues, such as Florida, and new venues being planned, such as Las Vegas. Current sources for spring training funds in Maricopa County are fully allocated through the year 2017.

**Operating and Administrative Expenses of the Authority:** To provide for operating and administrative expenses of the Authority each year the ballot proposition taxes are in effect. These expenses may include the costs of operating, promoting and furnishing the multipurpose facility to be developed in Maricopa County. The amount distributed each year is limited to no more than the Authority's adopted operating budget for the year.

**Youth and Amateur Sports and Recreation Facilities in Maricopa County:** To promote youth and amateur recreation and sports within Maricopa County by developing and improving youth and amateur sports facilities, recreational facilities and other community facilities. Under the law establishing the Authority, each community youth and amateur sports and recreational facility project undertaken by the Authority must include a governmental partner (including community organizations, school districts and municipalities) that contributes at least one-third of the cost of each project. The amount distributed is \$1,000,000 in the first year the ballot proposition taxes are in effect and increases by \$100,000 in each subsequent year the ballot proposition taxes are in effect. The \$27 million to be provided by the Authority, together with matching funds, can provide nearly \$41 million, in today's dollars, to fund many new and improved facilities (depending on the types of facilities, possibly in excess of 200) for recreation and for sports activities such as soccer, baseball, swimming, softball, volleyball, basketball and football.

**Remaining Funds:** After each of the purposes described above have been fully funded in each year the ballot proposition taxes are in effect, any remaining revenues from the ballot proposition taxes will be used each year to establish operating and capital replacement reserves and to prepay bonds in order to reduce interest costs. After all bonds of the Authority are paid or fully provided for and the Authority's capital reserves are fully funded, any remaining revenues each year (after the required distributions for tourism promotion, Cactus League facilities, budgeted operating costs and youth and amateur recreation and sports) are required to be distributed by the Authority, 70% to the Arizona Office of Tourism for tourism promotion of Maricopa County and 30% to be used by the Authority for developing or renovating Cactus League baseball spring training facilities in Maricopa County.

### **The Tax Levies and Estimated Revenues**

Pursuant to the law establishing the Authority, the car rental surcharge and the tax on hotels, if approved by Maricopa County voters, will be levied in Maricopa County for a period of 30 years (360 months). Each levy will become effective on March 1, 2001 and will end on February 28, 2031.

**Car Rental Surcharge:** The car rental surcharge will replace an existing surcharge of \$2.50 per car rental contract. Revenues from this existing \$2.50 surcharge are distributed by law to the Maricopa County Stadium District for promoting Cactus League baseball spring training in Maricopa County. The proposed rental surcharge which is on this ballot replaces the existing \$2.50 surcharge per rental contract with a surcharge of 3.25% of the amount of each rental contract, but in no event less than \$2.50 per rental contract. Under the law establishing the Authority, the Maricopa County Stadium District continues to receive \$2.50 per rental contract from the proposed surcharge to make payment on outstanding bonds the District has issued with remaining amounts to be received by the Authority.

The proposed car rental surcharge is estimated to generate approximately \$10.1 million in revenues over the first full twelve months of collections. Approximately \$5.4 million of the car rental surcharge revenues estimated to be collected in the first twelve months, representing the estimated \$2.50 per rental contract, will be distributed to the Maricopa County Stadium District. The remaining \$4.7 million of estimated revenues will be available for use by the Authority. The rental surcharge in excess of \$2.50 per rental contract does not apply to a vehicle loaned by a motor vehicle repair facility or dealer or rented by a person temporarily to use while the vehicle it is replacing is not in use because of breakdown, repair, service, damage or loss.

**Hotel Tax:** The ballot proposition tax on hotels in Maricopa County is 1%. The tax is estimated to generate approximately \$10.7 million in revenues to be received by the Authority over the first full twelve months of collections.

**Anticipated Growth in Revenues:** The Authority funding plan anticipates growth of its share of the car rental surcharge and the tax on hotels over time. The assumed growth rates are approximately as follows:

	Projected Annual Rates of Growth In Revenues From Car Rental Surcharge <sup>(1)</sup>	Projected Annual Rates of Growth In Revenues From Tax on Hotels
Years 1 to 10	5.00%	8.00%
Years 11 to 20	5.00%	5.00%
Years 21 to 30	3.00%	3.00%

(1) The amount of the surcharge to be received by the Authority, net of the \$2.50 per rental contract to be distributed to the Maricopa County Stadium District, when expressed in terms of an annual percentage increase, will grow at a higher rate than reflected above.

### **Costs of the Multipurpose Facility**

**Multipurpose Facility:** The multipurpose facility is anticipated to include approximately 67,000 seats and will have the capacity to accommodate an additional 8,000 seats for special events such as Fiesta Bowls and Super Bowls. Included in the basic seating are 6,800 club seats, 88 suites and supporting amenities such as lounges and restrooms. The seating will be arranged on a field level, main concourse level, club level, two suite levels and an upper concourse level.

The facility will be sized, furnished and equipped in a manner comparable to that of recently completed facilities used by NFL teams. The facility will have concession areas, food service preparation areas and equipment, restrooms, handicapped seating, scoreboards, video screens and sound systems.

To permit use for a wide range of non-sporting events (e.g., conventions, meetings, concerts, trade shows), the facility will include a retractable roof, a moveable wall at one end of the facility, air conditioning throughout and a retractable natural grass field. There will be a concrete floor below the retractable playing field that can be used for various events that do not require the playing field. Because the natural grass playing field will be outdoors except for field sporting events, the roof will not be fully retractable as at Bank One Ballpark where the entire permanent grass playing field must receive sunlight. The design of the facility is the most cost-effective way for the facility to be truly multipurpose throughout the year and provides a natural grass playing surface for field sporting events.

When events are held during hot weather, the roof and moveable wall will be closed and the facility will be air conditioned. During most of the year, the roof and moveable wall would be open so that spectators may enjoy an open air facility experience as well as Arizona's usually pleasant weather.

**Cost of Multipurpose Facility.** The construction cost of the facility is anticipated to be approximately, but not in excess of, \$331 million. In addition to all the features included in the preceding description of the multipurpose facility, this cost includes architectural and engineering fees, testing and inspection, permits, all furnishings and all equipment needed for facility operations. The cost does not include site acquisition, infrastructure, parking, financing costs and owner administration. The county or city in which the multipurpose facility is located shall provide the land, infrastructure and parking facilities associated with the multipurpose facility.

### **Public Monies and Sources/Private Monies and Sources to be Expended on the Multipurpose Facility**

Funding for the estimated construction cost for the multipurpose facility will be provided from both public and private sources. The following sources of public and private monies will be available for expenditure on development of the multipurpose facility:

**Tax on Car Rentals and Tax on Hotels:** See the discussion above under the heading "The Tax Levies and Estimated Revenues."

**Income Taxes on Professional Football Franchise and Franchise Employees:** Income taxes collected by the State on the income of any professional football franchise domiciled in Arizona, and on the income of any resident and nonresident employees of any such franchise, are dedicated to the Authority. The State Treasurer is required, beginning in July of 2001, to distribute an amount at least equal to the income taxes collected from these sources in the prior year. The law provides that the minimum distribution to the Authority is \$3,504,000 in the first year of distribution, increasing by 8% in each subsequent year.

**Sales Taxes Associated with the Multipurpose Facility:** Sales tax (i.e. transaction privilege tax) revenues collected by the State on taxable activities and taxable transactions at or with respect to the multipurpose facility owned by the Authority are dedicated to the Authority. This includes sales taxes collected under the retail, amusement and restaurant classifications under Arizona law. These collections include sales taxes paid at the multipurpose facility on purchases of food and beverages, restaurant sales, retail purchases and on ticket purchases for attending events of any kind at the facility. Sales taxes collected on construction activity for building the multipurpose facility are also included.

**Sales Taxes Associated with Professional Football Contests:** Sales tax (i.e. transaction privilege tax) revenues collected by the State beginning in July of 2001 on taxable activities or taxable transactions associated with professional football contests held at a stadium under the control of the Arizona Board of Regents are dedicated to the Authority. This includes sales taxes collected under the retail, amusement and restaurant classifications under Arizona law. These collections include sales taxes paid at professional football games held at Sun Devil Stadium on purchases of food and beverages, restaurant sales, retail purchases and on ticket purchases for attending games.

**Interest:** The Authority will earn interest on both public and private monies held by the Authority.

**Private User Revenues:** Users of the multipurpose facility will be required to enter into lease or use agreements with the Authority. These users may include a professional football franchise, collegiate football bowl organizations, concert organizers and non-football sports and other event organizers. Regular users of the facility must enter into binding agreements with the Authority for an initial lease term that begins when the facility is complete and ends no sooner than the termination of the car rental surcharge and tax on hotels. The Authority anticipates receiving revenues from lease or use agreements it enters into.

**Private Contribution by Professional Football Franchise:** The professional football franchise using the multipurpose facility to be owned by the Authority is required to provide \$85,000,000 of the construction and development costs of the multipurpose facility. This contribution is a condition to entering into a binding agreement with the Authority for use of its multipurpose facility. The binding agreement must be entered into prior to November 7, 2000.

**Expenditures:** The Authority anticipates expending the amounts of public and private monies shown below for developing the multipurpose facility. The amounts are based on the estimated revenues available to the Authority, the estimated costs of developing the multipurpose facility and the required distribution of monies available to the Authority for purposes other than developing the multipurpose facility. The sources of revenue expended for developing the multipurpose facility may change since the Authority has the discretion to spend certain of the public and private funds (other than the \$85 million contribution to the development of the multipurpose facility by a professional football franchise) for more than one of the Authority's funding obligations (e.g., tourism promotion, Cactus League baseball spring training facilities, operating/administrative costs and youth and amateur sports and recreational facilities).

Funding Source	Current Dollar Amount
Car Rental Surcharge	\$115,069,000
Tax on Hotels	47,521,000
Income Taxes on Professional Football Franchise	34,097,000
Sales Taxes Associated with Multipurpose Facility	40,124,000
Contribution by Professional Football Franchise	85,000,000
User Lease Revenues	3,189,000 <sup>(1)</sup>
Interest Earnings on Authority Funds	10,000,000
<b>Total</b>	<b>\$335,000,000<sup>(2)</sup></b>

1. Fiesta Bowl estimate based in part on existing arrangements at Arizona State University's Sun Devil Stadium.
2. Includes \$331 million in construction costs and \$4 million in financing costs.

The amounts shown above represent the current dollar value of the amounts anticipated to be expended from each source for development of the multipurpose facility. Additional amounts are anticipated to be available from any or all of these funding sources to fund other requirements of the Authority. The Authority will borrow a significant portion of these amounts through the issuance of bonds. The bonds will be repaid, with interest, from any of the public and private sources of monies available to the Authority.



## Public Economic Benefits

The public economic benefits to be derived from tourism promotion, the multipurpose facility, Cactus League baseball spring training facilities and youth and amateur sports and recreational facilities are estimated below. This analysis presents a summary of those benefits as compiled from a number of sources. Revenue projections have been provided by the Governor's Task Force Final Report, dated January 31, 2000. The amounts discussed below are stated in future dollar value amounts.

**Tourism Promotion:** Part of the revenues provided to and generated by the Authority will be used to promote tourism in Maricopa County. Approximately \$250 million is projected to be available to the Authority for distribution to the Arizona Office of Tourism to promote tourism within Maricopa County over the period the ballot proposition taxes are in effect. In the last six years of the levy of the taxes, an additional \$155.6 million is projected to become available to promote tourism in Maricopa County, assuming all bonds have been paid or fully provided for and reserves have been funded. The economic benefits to be derived from the funds distributed by the Authority to the Arizona Office of Tourism are:

1. The equivalent of 80 full time jobs created each year in advertising and marketing throughout the economy of Maricopa County with a \$7 million impact on economic activity throughout the economy of Maricopa County; and
2. Improvement of the competitive position of Maricopa County so as to permit Maricopa County to maintain its present share of national tourism spending - data provided by the Office of Tourism and D.K. Shifflet and Associates reflect a slow loss of market share to competing states and other tourist destinations. Under conservative assumptions, tourism promotion funding generates an annual average of \$1.4 billion in economic activity throughout the Maricopa County economy and an annual average of approximately 10,690 full time jobs throughout the Maricopa County economy.

**Multipurpose Facility:** Part of the revenues available to and generated by the Authority will be used to finance the development and ongoing maintenance and operation of the multipurpose facility to be located in Maricopa County. The estimated public economic benefits to be derived from the multipurpose facility include:

1. \$306 million in economic activity throughout the Maricopa County economy and the equivalent of 2,860 full time jobs added to the Maricopa County economy over the multipurpose facility's anticipated two-year construction period;
2. 235 full time jobs annually throughout the Maricopa County economy and \$31 million in annual economic activity throughout the Maricopa County economy related to the maintenance of the facility;
3. Retention of the Fiesta Bowl that will generate the equivalent of 1,530 full time jobs each year throughout the Maricopa County economy with a projected annual average of \$138 million in economic activity throughout the Maricopa County economy each year the ballot proposition taxes remain in effect;
4. An NFL Super Bowl to be played at the multipurpose facility every five years, beginning in 2005 and continuing while the ballot proposition taxes remain in effect, generating the equivalent of 8,040 full time jobs for each Super Bowl year throughout the Maricopa County economy and a projected average of \$548 million in economic activity throughout the Maricopa County economy for each Super Bowl year;
5. The retention of the Arizona Cardinals NFL franchise in Maricopa County, a business that creates the equivalent of approximately 1,600 full time jobs throughout the Maricopa County economy annually and with a projected annual average of \$154 million in economic activity throughout the Maricopa County economy; and
6. The opportunity for hosting other major events such as professional soccer, Pan Am and World Cup games, NCAA championship basketball tournament games, trade shows, concerts and similar attractions (for purposes of this analysis, no economic benefit from these events has been calculated).

**Cactus League Facilities:** Part of the revenues to be provided to and generated by the Authority will be used for Cactus League baseball spring training facilities in Maricopa County. These funds, estimated to be approximately \$194 million, will be used to pay for two-thirds of the development costs of a new dual-team baseball facility and the remodeling/rebuilding of three existing Cactus League baseball spring training facilities in Maricopa County. The Authority anticipates issuing bonds in the fourth year after the passage of this ballot proposition for approximately \$27 million to be used in the development of a \$40 million dual-team facility. Five years, seven years and nine years after the passage of this ballot proposition, \$6 million in bonds will be issued each such year for the remodeling/rebuilding of existing Cactus League baseball spring training facilities in Maricopa County at a cost of \$9 million for each facility. In the last six years that the ballot proposition taxes are in effect, an additional \$68.7 million is projected to be available for Cactus League baseball spring training facilities in Maricopa County, after all bonds are paid or fully provided for and reserves have been funded. The economic benefits are:

1. The development and remodeling/rebuilding of facilities creating an average of \$22 million in economic activity in Maricopa County and creating an average of 140 full time jobs in Maricopa County during each year that construction and remodeling/rebuilding takes place; and
2. The development of a new dual-team facility and the remodeling/rebuilding of three existing facilities, all in Maricopa County, resulting in the addition of two more Cactus League baseball teams for spring training in Maricopa County and the retention of three Cactus League baseball teams currently playing in Maricopa County, whose leases at existing Cactus League baseball stadiums expire over the next ten years. According to studies undertaken by the Cactus League, approximately \$200 million in economic activity is generated each year by baseball spring training games, or an average of approximately \$20 million of economic activity throughout the Maricopa County economy each year for each team. The economic impact to Maricopa County of attracting two new Cactus League baseball teams and retaining three other Cactus League baseball teams for the period the ballot proposition taxes remain in effect is projected to result in annual average economic activity of \$168 million and the equivalent of approximately 1,470 full time jobs added each year throughout the Maricopa County economy.

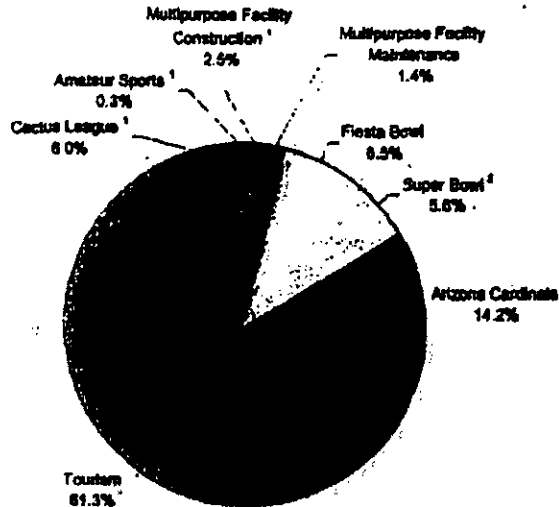
**Youth and Amateur Sports and Recreation Facilities:** Part of the revenues provided to and generated by the Authority will be used for the construction of youth and amateur sports and recreational facilities in Maricopa County. These funds, projected to be \$70 million over the period that the ballot proposition taxes are in effect, will, through the development of facilities, generate approximately \$4.4 million in economic activity annually throughout the Maricopa County economy and the creation of the equivalent of 30 full time jobs annually throughout the Maricopa County economy.

**Summary of Public Economic Benefits:** Revenues provided to and generated by the Authority will produce significant benefits for Maricopa County and its residents. Over the period the ballot proposition taxes remain in effect, the annual average impact is estimated as follows in future dollar value:

Direct Spending in Maricopa County:	\$1.04 billion
Total Economic Output in Maricopa County:	\$1.95 billion
Jobs Created in Maricopa County:	18,430
Wages in Maricopa County:	\$778 million

Much of the economic impact is the result of spending on tourism promotion of Maricopa County that will enhance the competitive position of Maricopa County and permit it to maintain its market share of national tourism spending. A breakdown of the public economic benefits is as follows:

# **Summary Of Estimated Economic Benefits Of Revenues Available To And Generated By The Authority**



**Note:** The economic benefits described in the chart are expressed as the annual economic output of all program components generated over the period the ballot proposition taxes remain in effect, discounted to their present value at a 6% discount rate.

**Footnotes:**

1. The economic benefit from the construction of facilities is averaged over the period the ballot proposition taxes remain in effect.
2. The economic benefit from Super Bowls at the multipurpose facility every 5 years is averaged over the period the ballot proposition taxes remain in effect.

Summary of Estimated Average Economic Benefits					
Economic Activity	Multipurpose Facility				
	Construction (1)	Maintenance	Fiesta Bowl	Super Bowl (2)	Arizona Cardinals
Direct Spending	\$165,500,000	\$16,800,000	\$73,800,000	\$298,700,000	\$90,000,000
Total Economic Output	\$308,000,000	\$30,900,000	\$138,300,000	\$548,000,000	\$154,100,000
Jobs Created	2,860	340	1,530	6,240	1,590
Wages	\$110,000,000	\$12,700,000	\$46,200,000	\$183,000,000	\$57,600,000

Economic Activity	Tourism Promotion		Cactus League		Amateur and Youth Sports Facilities
	Advertising	Increased Spending	Construction/ Reconstruction (3)	Expansion/Attendance of Teams	Construction
Direct Spending	\$3,500,000	\$720,900,000	\$14,400,000	\$90,400,000	\$2,400,000
Total Economic Output	\$7,000,000	\$1,369,200,000	\$22,000,000	\$165,700,000	\$4,400,000
Jobs Created	98	10,690	140	1,470	30
Wages	\$3,200,000	\$552,000,000	\$7,900,000	\$64,800,000	\$1,600,000

**Notes:**  
 (1) Average annual impact over two years of construction.  
 (2) Average impact of a Super Bowl, assuming five are held over the life of the levy.  
 (3) Average annual impact over ten years of construction activity.

Source: The Center for Urban Research, AIA Arizona Office of Tourism & Economic Development's Stadium Plan "B" Advisory Task Force; Arizona Cardinals: The NFL; ESPN & NBC & Co.

### ARGUMENT "FOR" PROPOSITION 302

The Tourism and Sports Authority believes Proposition 302 greatly benefits the residents of Maricopa County and urges voter support.

The Authority is the governmental entity created to implement the measures contained in Proposition 302. Proposition 302 proposes a car rental surcharge and a tax on hotels in Maricopa County. The tax burden will fall primarily on visitors to the County. If approved by County voters, the taxes generated, along with private sources of funds (including \$85 million from the Arizona Cardinals), will enable the Authority, within and for Maricopa County, to: promote tourism; construct and operate a multipurpose stadium facility; assist in renovating existing and developing new Cactus League facilities; and assist in developing amateur and youth recreational facilities.

Revenues of the Authority will produce significant benefits for County residents. In addition to addressing quality of life issues, over the next 30 years, the annual average economic impact is estimated, in future dollar value, to be:

Direct Spending in Maricopa County:	\$1.04 billion
Total Economic Output in Maricopa County:	\$1.95 billion
Jobs Created in Maricopa County	16,430
Wages in Maricopa County	\$778 million

The greatest economic impact will result from spending on tourism promotion in Maricopa County to enhance the competitive position of Maricopa County and permit the County to maintain its market share of national tourism spending.

It is important for voters to realize that, even if the ballot taxes are approved, the law establishing the Authority prohibits the transfer of monies to the Authority for tourism and for the development of the stadium facility until the School Facilities Board, in consultation with the Governor's Office, and after review by the Joint Legislative Budget Committee, certifies that sufficient monies are dedicated to the deficiencies corrections fund to make required school improvements.

Vote "Yes" on Proposition 302.

Tourism and Sports Authority Board of Directors

Roc Arnett  
C.A. Howlett  
Herman Orcutt

John Benton  
Denise Meredith  
William Peltier

James Grogan  
Katharine Monahan  
Rod Williams

### ARGUMENT "FOR" PROPOSITION 302

My main interest in the Stadium and tourism proposal is that of a Cardinals season ticket holder and sports fan. I also happen to be a taxpayer who honestly believes that venues for sports, entertainment and recreation are proper areas for taxpayer support. City parks, public golf courses, Tempe town lake as well as many other entertainment venues have been publicly funded. Tax dollars also support many private businesses; for example, streets and roads support truckers, and airports support private pilots and airlines. I believe that the sports and tourism industries are worth supporting. These industries generate economic activity in much the same way as airports. I understand that many people will disagree with me on this issue, and that is their right.

Unlike many past proposals, however, this stadium and tourism promotion plan is funded in much the same way an airport is - by users and those who stand to benefit the most - not the general taxpayer. If you don't want to pay, you don't have to, period. Please give me the right to choose to pay for this if I want to.

The key to this proposition is choice. By voting "yes" you are merely allowing users and beneficiaries to pay or take the market risk of higher tourism taxes.

The tourists can choose not to come here. That's their choice.

Those who don't feel that they benefit from, or don't want to use the stadium, don't have to pay for it, period. That's their choice.

I will be a user of the stadium. I should pay for it. I want to pay for it! That's my choice. - If you let me make it.

Your "yes" vote gives all of us these choices.

Edward J. Casper

Proposition 302 is about the countless charitable and community organizations and those that they serve who are aided by the Fiesta Bowl Committee, Cardinals Charities, and the various Cactus League booster organizations.

Proposition 302 is about our hard working neighbors, and the thousands who are a part of our largest industry -tourism- who feel the threat of increased competition from states which slowly but surely are eroding our tourism market. A threat which, if not addressed, has implications on all of us as a result of lost tax revenue, with a shift of the burden to our shoulders.

And Proposition 302 is about civic pride, and the opportunity to not only retain our NFL franchise and the Fiesta Bowl as Arizona treasures, but construct a venue to be used over 250 days a year for other family activities.

Proposition 302 preserves and strengthens the state we love. It's simple- Arizona Wins with Proposition 302!

Rose Mofford

Frank Kush

#### ARGUMENT "FOR" PROPOSITION 302

We were members of the Task Force appointed by Governor Hull and charged with the responsibility of developing a plan to address the needs of Maricopa County without imposing taxes on the public such as a sales or property tax. We believe that proposition 302 presents an extraordinary opportunity to enhance our quality of life without burdening Maricopa County taxpayers.

The measure provides funding for the construction of youth recreation facilities throughout the county, and for promotion of the largest industry in Arizona-tourism. Funding will also be available to preserve and expand our tradition of baseball spring training, and also provide a new publicly owned multi-purpose facility for use by the Arizona Cardinals, the Fiesta Bowl, the Super Bowl, as well as other public events.

All of this is accomplished without ANY new taxes on residents of Maricopa County. Rather, visitors to the region, through a modest increase in the cost of hotel and rental car use, will absorb a large portion of the cost, along with multi-purpose facility users.

Moreover, Proposition 302 will contribute to the Arizona economy and tax base. Through increased tourism promotion, Arizona will regain lost tourism market share with an economic impact of \$400 million. The annual economic impact of events to be held at the multi-purpose facility will exceed \$300 million. The Cactus League, already providing a \$200 million impact on Arizona, will be strengthened, with an additional \$25 million added to the Arizona economy for each additional team which relocates to Arizona.

Simply put, Proposition 302 is a wise investment, and will generate an additional \$50 million in tax revenue, helping to provide police protection, education, and other essential services without further burdening Arizona taxpayers. The enactment of Proposition 302 will benefit every resident of our community.

R. Michael Welborn

Barbara Reiston

#### ARGUMENT "FOR" PROPOSITION 302

Proposition 302 presents for the youth and amateur sports community and the children of Maricopa County a rare opportunity to provide the kind of infusion of support that we rarely see. That is why we are encouraging anyone who cares about youth and amateur sports to vote for Proposition 302.

Kids need the diversion that youth sports provides. Through active and organized participation in athletics we can give our children the attention in creative and character building activities that keeps them off the streets and out of trouble. Unfortunately we have not been able to dedicate the type of funding to our athletic programs to keep up with the growth in the valley.

Schools currently planned or under construction have limited funding. Facilities such as sports fields and other recreation venues are frequently left out of new school construction or are only given limited attention. Having this new source of revenue for these fields and facilities is something we will not otherwise have.

Proposition 302 will provide for up to \$41 million in today's dollars to youth and amateur sports facilities. And those facilities will be determined by an impartial appointed body that will give everyone an opportunity to seek these benefits. That makes Proposition 302 a guaranteed win for our programs, for our county and for our children. This is an opportunity we cannot let slip by.

So on November 7th give our children and our programs the vote of confidence that they deserve. Vote yes on Proposition 302!

Dan Klein  
AYSO Commissioner

Brett Davis, President  
Arizona Youth Soccer Association

Vicki Gamby, Federation Commissioner  
Arizona Pop Warner Youth Football

#### ARGUMENT "FOR" PROPOSITION 302

The Arizona Tourism Alliance supports Proposition 302. It presents an unparalleled opportunity to position the Arizona tourism industry in a competitive position with other states. No longer can we assume that people will flock to Arizona just because of our superb climate and unique attractions. Arizona must aggressively compete to attract new and return visitors to our state.

Proposition 302 will provide new on going funding for tourism promotion that we will not otherwise be able to dedicate. Promotion brings visitors and visitors create jobs. The tourism industry is a critical part of the economic engine that keeps Arizona's economy strong, sound and viable.

But it is so much more. Proposition 302 will also fund the construction of a new multi purpose domed stadium that will provide the venue for international expositions, national conventions and unique meetings and shows that we currently do not have in Arizona. In addition it will secure the sports events that contribute so much to our tourism economy. Whether its the Cardinals, the Fiesta Bowl or the Super Bowl our economy and our industry will benefit from this project.

And the funding is constructed in such a way that our visitors will be paying more than the lion's share of the cost! We'll have a new stadium, tourism promotion funding, youth and amateur sports facilities and continuation of our Cactus League - all of the benefits and only a fraction of the cost. It is a no lose proposition.

We can guarantee the tourism industry's contribution to Arizona's economy in developing the revenue our growing state needs for educating our children and protecting our families. Join with us in support of Proposition 302.

Mike Ratner, Chairman  
Arizona Tourism Alliance

Barry M. Aarons, Executive Director  
Arizona Tourism Alliance

#### ARGUMENT "FOR" PROPOSITION 302

It is a fair question to ask why hotel and resort operators would support Proposition 302. The answer is simple - Proposition 302 is much more than an increase in the hotel occupancy tax. This tax will provide much-needed dedicated funding to promote tourism in Arizona. Dedicated funding will provide a boost in Arizona's tourism economy that will help keep our hotels and resorts filled with visitors on a year-round basis providing both jobs and tax revenues for Arizona and Maricopa County.

Proposition 302 also allows for the funding of various sports related activities and facilities. The preservation and expansion of the Cactus League, which attracts thousands of visitors to our state, is crucial. There will also be significant funding for youth and amateur sports. Passage of 302 will also help fund construction of a multi-purpose stadium to be used by our NFL Team, the Fiesta Bowl and will place us on a Super Bowl rotation. All of these activities are an important benefit to our tourism industry.

When Arizona spends one dollar for tourism promotion, research shows that the one dollar spent returns seven dollars to our state's funding and generates the essential revenue to meet the needs of our citizens.

So the answer to why the hotel and resort industry would support an increase in the hotel occupancy tax is simple: A vote for Proposition 302 will benefit tourism and all of our communities for many reasons in many ways.

Jim Ball, President  
Valley Hotel and Resort Association

#### ARGUMENT "FOR" PROPOSITION 302

A study conducted by Arizona State University has determined that for every dollar the State spends on tourism promotion, some seven dollars comes back in tax revenues generated by the spending of visitors who were directly assisted in their travel planning by the State. No other government expenditure provides that much benefit in direct return on investment. That is why we urge Maricopa County voters to vote for Proposition 302.

Arizona has seen signs of losing some its tourism market share to other states because of greatly increased promotional activity by those states and their communities and major attractions. It is no longer good enough just to open our doors and expect visitors to come here. They simply have too many other options, and are being aggressively appealed to by those. Due to other pressing needs for government funding, Arizona has kept increased tourism promotional spending on hold. The time has come to be more aggressive about protecting our share of this important source of revenue, and Proposition 302 gives us the chance to do just that.

Proposition 302 will provide a significant increase in funding for tourism promotion for Maricopa County in particular, as well as for the state in general, that will keep our tourism industry thriving. And the return that we will receive will be the creation of jobs and wages for our people, and the contribution of hundreds of millions of dollars to our state and local governments for their use in funding the essential programs that are so critically important to the health and well being of all Arizonans.

Finally, the benefits created by this proposition will be born almost entirely by the out of state visitors. Support Proposition 302, its about improving quality of life for all of us.

Sincerely,

Mark McDermott, Director  
Arizona Office of Tourism

#### ARGUMENT "FOR" PROPOSITION 302

The Fiesta Bowl has been fortunate to become one of Arizona's top national events thanks to great community support since it began in 1971.

Built by volunteers, the Fiesta Bowl supports Proposition 302 because it will enable the Fiesta Bowl to compete nationally in the years ahead.

The support of youth athletic facilities, tourism and the Cactus League are also valuable benefits to all Arizonans in Proposition 302.

Sincerely,

John Jurker, President  
Tostitos Fiesta Bowl

#### ARGUMENT "FOR" PROPOSITION 302

On behalf of the Arizona Cardinals, I am asking for your support of Proposition 302 - the Tourism and Stadium Authority - on November 7. You have a unique opportunity to enhance the quality of life throughout Maricopa County.

Proposition 302 will do far more than provide a new state of the art, publicly-owned stadium facility for the Cardinals, Tostitos Fiesta Bowl, Super Bowl and other major events.

It will generate millions of dollars in matching funds for new youth recreation facilities, help preserve Spring Training baseball and expand the promotion of tourism in our state.

The year 2000 marks our 13th season in Arizona. This is home for our staff, many of our players and our families. Over those years, we have become involved in hundreds of community projects through Cardinal Charities.

Yet, we still seek a NFL-caliber stadium where Arizona's fans can watch in comfort over an entire season; one with chair-back seats, modern restrooms and concession stands, a retractable roof - and the new revenues we need to be competitive.

Proposition 302 is an outgrowth of Governor Hull's Plan B Task Force of community leaders who recommended the building of a new facility, a balanced public-private financing plan - and a public vote. The plan was then passed by the Arizona Legislature.

In asking for your support, we recognize our obligation. We have committed \$85 million to this project, significantly higher than the NFL average of \$54 million for recent new stadiums. More than 50% of the funding will come from the Cardinals, the Fiesta Bowl and other users.

We are proud to be Arizona's NFL team, appreciative of the Task Force's recognition of how a NFL team benefits its community and grateful for our fans' support.

Thank you for your consideration of Proposition 302.

Sincerely yours,

Michael J. Bidwill, Vice President and General Counsel  
ARIZONA CARDINALS

#### ARGUMENT "FOR" PROPOSITION 302

Since the Cleveland Indians and New York Yankees first moved their Spring Training baseball operations to Arizona in 1947, the Cactus League has flourished. Our state now hosts ten teams, seven in Maricopa County.

From an economic perspective, the Cactus League is truly unique. According to a 1996 survey, nearly 60% of Cactus League fans come from outside the Phoenix and Tucson areas. Their annual direct spending was then conservatively estimated at almost \$110 million. More than 90% said the primary purpose of their visit was Spring Training.

Providing a more intimate baseball experience than regular season games, the Cactus League is the second highest-attended sports attraction in Maricopa County behind only the Arizona Diamondbacks. Approximately 925,000 fans attended games this past year.

The Cactus League provides a second major benefit to Valley communities. Following the Spring Training season, Cactus League facilities are made available to community youth recreation and amateur sports organizations for their use.

Recognizing the benefits of hosting Spring Training, other cities, including Las Vegas are now competing fiercely to attract teams. We have an opportunity in the upcoming November election to preserve our Cactus League tradition.

Passage of Proposition 302 will generate the necessary funds to solidify the Cactus League in Maricopa County. Funds will be used to improve existing stadiums and training facilities and possibly attract new teams.

This funding is essential if we are to overcome the real threat that our teams may leave Arizona. Without it, the Cactus League is at risk and we may lose the economic and quality of life benefits we now enjoy. Please support Proposition 302.

Jerry E. Geiger, President  
Cactus League Baseball Association

#### ARGUMENT "FOR" PROPOSITION 302

Proposition 302 earmarks \$194 million for the Cactus League over 30 years. As chair of the Arizona Baseball Commission, but speaking only for myself, I believe this money is absolutely vital to ensure that Arizona can renovate its facilities to Major League standards and thus retain its ten teams and its baseball heritage. It also provides Arizona the ability to attract new teams, which would further help stabilize the League and expand its significant economic impact.

If we are unable to make these renovations, teams will look elsewhere to train. As recently as May Florida approved additional funding for spring training facilities. More startling, Las Vegas, flush with cash has started making plans to establish its own spring training league.

Losing the Cactus League or any of its teams could have a serious impact on our economy. With winter visitation rates down, the Cactus League continues to be a linchpin of our tourism industry. In fact, over half of the million people who attend Cactus League games come from out of state. The economic impact from their spending exceeds \$200 million, and that doesn't count team spending.

Over the past 50 years, the Cactus League has become a fundamental part of our culture, tradition, and quality of life. It offers professional baseball a price families can afford. During the off-season, Cactus League fields are used by our communities for Little League games, charity and arts events, and fireworks displays, Easter Egg hunts, etc.



It is important to note that Proposition 302 will cost Arizona residents almost nothing. Funding will come from a modest increase in bed and car rental taxes, meaning the cost will be borne almost entirely by tourists.

The future of the Cactus League depends on Proposition 302. Please vote "yes."

Dan Schneider

#### ARGUMENT "FOR" PROPOSITION 302

The Greater Phoenix Chamber of Commerce, representing more than 4,000 individual business members throughout metropolitan Phoenix, supports the measure to improve Arizona's sports and tourism development.

Arizona benefits greatly from the presence of the Arizona Cardinals. The team contributes to our quality of life and is involved in our community. They generate tax revenues and attract visitors who purchase goods and services from our businesses. Their home game telecasts are seen by millions of people across the country - potentially new visitors to our state.

A new multipurpose facility will solidify the NFL's future in our state and allow the Super Bowl and its huge economic impact to return. It will become the new home of the Fiesta Bowl and keep the game atop the Bowl Coalition. It will attract new trade shows and conventions to the Valley.

But this measure is much more than football and events. If approved by voters, we will see \$249 million in new funding for tourism promotion that will result in an additional visitors coming to Arizona, pumping an estimated \$3 billion into our economy. We are pleased that the state's tourism industry supports this proposal.

The state's Spring Training program, the Cactus League, will be strengthened furthering the economic benefits that thousands of visitors create each year. And, Arizona's youth and amateur athletic programs will be strengthened with \$70 million in new funding.

But the best part of the proposal is that it will cost Arizona residents next to nothing. As much as 95% of the new hotel and car rental taxes will be borne by visitors to our state. If you do not use the new facility or rent a car or hotel room, you will not pay anything.

We believe it is a fair proposal with many benefits for our citizens and members.

Valerie Manning, President & CEO  
Greater Phoenix Chamber of Commerce

Mary Upchurch, Chairman  
Greater Phoenix Chamber of Commerce

#### ARGUMENT "FOR" PROPOSITION 302

The Tempe Sports Authority was established to promote sporting events and activities in Tempe, including recreational and youth sports. The members of the Authority strongly support passage of Proposition 302 for the many benefits it will provide our community and others throughout Maricopa County, including:

- Funding recreational and youth sports facilities for activities such as soccer, baseball, swimming, volleyball, football and basketball. Over 200 new recreational facilities could be funded for our children and our communities, equivalent to two new soccer fields in each County zip code area. This funding is critical to addressing the incredible need for community and youth facilities in our neighborhoods.
- Funding for improving and expanding Cactus League baseball facilities in Maricopa County, including Tempe's Globe Stadium. In addition to its quality of life aspects, Cactus League is a significant contributor to our economic and employment base.
- Funding a first class, multipurpose facility that provides a fan friendly environment year-round. This allows us to not only retain our NFL franchise, the Arizona Cardinals, but allows the Fiesta Bowl to remain among the top college bowl games in the country. It also allows us to be a regular host of the NFL's premier game, the Super Bowl.
- Strengthening tourism in the County, one of our most important industries, by providing increased funding. By promoting tourism, more visitor tax dollars are brought into our communities, reducing the need to raise locally paid taxes.

All of these benefits to our communities can be provided with the passage of Proposition 302 without increasing taxes paid by local residents, and without negatively impacting the car rental and hotel industries. In short, we think Proposition 302 provides a "win-win" situation and urge you to join us in voting "yes" on November 7.

The Members of the Tempe Sports Authority

Richard G. Neuheisel, President  
Tempe Sports Authority

#### ARGUMENT "FOR" PROPOSITION 302

Arizona's restaurant industry depends heavily on the tourist trade. So when we see a proposal that would strengthen so many aspects of tourism as Proposition 302, it is clear that we have an obligation to our state and to our industry to give it our unqualified support.

Of course a new stadium will provide a boost to our sports attractions. But most people do not realize how many people will be served by the conventions and expositions that will also use that facility.

The tens of thousands of people that a structure like that will entertain for those events, are not now coming to Arizona, because we just don't have that kind of a building.

The capital formation that will occur from the infusion of that many new visitors will provide job creation in unprecedented amounts. That is an opportunity that our industry just doesn't see that often. When you combine that with the support derived from events in rotation like the Super Bowl or National Championship College football games it just makes sense to grasp this opportunity and make it a reality. But there is more.

Along with these obvious opportunities we also understand that vacationers and conventioners, business people and casual travelers have so many different venues trying to lure them away from us. Arizona needs to position itself as the focal attraction that visitors recognize. And to do that we must be competitive. Proposition 302 will provide that competitiveness by inserting new and needed funding to our tourism promotion activities. We seriously doubt that this kind of contribution to tourism promotion would be otherwise available if not for Proposition 302.

It all adds up to a clear and reasonable proposal. We ask Maricopa county voters to help us in passing Proposition 302 on November 7th.

John Salazar, President  
Arizona Restaurant Association

#### ARGUMENT "FOR" PROPOSITION 302

On November 7, 2000 Arizona voters will be voting on Proposition 302 to help pay for a new stadium to house the NFL's Arizona Cardinals, future Super Bowls and the Tostitos Fiesta Bowl. The new stadium will not only generate millions in revenue, but will also provide hundreds of job opportunities for the valley. When taxpayers hear "tax increase" they don't bother looking at the entire issue to become better informed. It's time to educate the voters on the positive aspects of building a new stadium. The tax increase would be a tourism-based increase that will come from out-of-state visitors through car rentals and hotel/motel accommodations. Arizona is one of few states that are privileged to claim a franchise team in all four major sports. A stadium to house the Arizona Cardinals and host other national events will complement what Arizona has to offer with regards to a sporting venue. It is imperative that Proposition 302 pass to avoid potential losses for the state, such as jobs and revenues generated by such sporting events. Let's continue to make Arizona a sporting events state. Vote YES on Proposition 302!

John V. Gomez

*Spelling, grammar, and punctuation were reproduced exactly  
as submitted in the "for" and "against" arguments.*

#### ARGUMENT "AGAINST" PROPOSITION 302

There are many reasons why you should vote NO on the Football Stadium proposition number 302. Please consider the following when you make your decision:

1. Taxes should support schools, libraries, and other items that we need to generate growth for our state, not wealthy swine that swill at the public trough.
2. The proposed increase rental car and hotel taxes are a scam designed to make you believe that general funds will not be used to fund the stadium. The truth is that the proposed taxes will only generate \$20 million per year, and that general funds will be required to meet the \$500 million stadium price tag.
3. Many residents of Maricopa County rent cars and stay at hotels in Maricopa County. The proponents of this proposition would have you believe that only tourists and business people will pay the tax.
4. Auto insurance premiums will increase to cover the additional rental car taxes.
5. The revenue generated from ten home games a year and a Super Bowl every ten years will never recoup the \$500 million investment.
6. The Cardinals will recoup their \$100 million investment in less than one year when they sell the naming rights to the football stadium.
7. The economic value of a Super Bowl is grossly over estimated for Arizona. We have great weather in January and do not need to spend tax money to attract more visitors. Independent economic studies of former Super Bowl cities indicate no net increase in hotel occupancy or airline flights for Super Bowl cities. Some people stay away to avoid the traffic congestion.
8. High rental car and hotel taxes will reduce tourism and depress the local economy.
9. NO CORPORATE WELFARE!

Jerry D. Thorson, CPA

#### ARGUMENT "AGAINST" PROPOSITION 302

Having campaigned against a sales tax increase in Mesa to fund a football stadium for the Arizona Cardinals, it is with great interest that I have followed the deliberations of the nine appointed TSA board members.

At the time this statement was submitted, (August 24, 2000) the operating agreement with the Arizona Cardinals had not been written and no municipality had officially submitted a site for consideration to the Tourism and Sports Authority Board (TSA).

I have concluded that:

The purpose of Proposition 302 is to fund a football stadium for the Arizona Cardinals.

On May 18, 1999, the voters of Mesa defeated the Rio Salado Crossings proposal by a vote of 23,108 Yes to 32,721 No. The voters were presented with a convention center, hiking trails, golf course, and retail center that just happened to have a football stadium attached to it. The November 7th election is being presented as a way to increase the tourism budget, expand spring training, fund youth sports facilities, and build a football stadium for the Arizona Cardinals.

The courts have ruled that several ballot propositions are invalid because they presented several concepts wrapped into one proposal. I believe that Proposition 302 contains individual items that mask the real intent of building a football stadium.

The goals of increasing funding for tourism, cactus league baseball, and youth sports should be examined on their own merits, without being packaged together with a football stadium.

The question is really quite simple.

If you believe that public tax dollars should be used to construct a football stadium for the Arizona Cardinals, vote yes.

If you believe that government should not be involved in subsidizing professional football, vote no

I will be voting no!

Keno Hawker

*Spelling, grammar, and punctuation were reproduced exactly as submitted in the "for" and "against" arguments.*

**PROPOSITION 302**  
(full text of the measure)

**OFFICIAL TITLE:** A MEASURE REFERRED BY THE LEGISLATURE TO THE VOTERS OF MARICOPA COUNTY TO PROMOTE TOURISM AND TO AUTHORIZE AND FUND A MULTIPURPOSE STADIUM FACILITY, CACTUS LEAGUE FACILITIES AND YOUTH/AMATEUR SPORTS AND RECREATION FACILITIES IN MARICOPA COUNTY.

**DESCRIPTIVE TITLE:** Providing for tourism promotion, a publicly-owned multipurpose sport and event facility, Cactus League facilities and youth/amateur sports and recreation facilities in Maricopa County, funded through a county-wide car rental surcharge, hotel tax, and other public and private revenues.

A "yes" vote has the effect of funding a multipurpose sport and event facility, youth and amateur sports recreational facilities, tourism promotion and Cactus League facilities by imposing a new local surcharge on car rentals and a new local tax on hotels, in addition to other existing taxes throughout the county for a period of thirty years. Over the thirty year time period the money raised by the imposition of these new taxes is projected to be expended as follows: twenty-seven per cent for debt service for the multipurpose facility, twenty-nine per cent for enhanced tourism promotion, thirty-one per cent for Cactus League major league baseball facilities, five per cent for amateur and youth sport facilities and three per cent for stadium operations and five per cent for capital repairs and replacement.

A "no" vote has the effect of rejecting a local surcharge on car rentals and a local tax on hotels and removing the authority to fund a multipurpose sport and event facility, youth and amateur sports recreational facilities, tourism and Cactus League facilities with these public funds.

**BALLOT FORMAT / SAMPLE BALLOT**

**GENERAL ELECTION**

NOVEMBER 7, 2000

MARICOPA COUNTY, ARIZONA

**PROPOSITION 302**

**TOURISM AND SPORTS AUTHORITY**

A MEASURE REFERRED BY THE LEGISLATURE FOR TOURISM PROMOTION, A MULTIPURPOSE STADIUM FACILITY, CACTUS LEAGUE FACILITIES AND YOUTH/AMATEUR SPORTS AND RECREATION FACILITIES IN MARICOPA COUNTY.

A "yes" vote has the effect of funding a multipurpose sport and event facility, youth and amateur sports recreational facilities, tourism promotion and Cactus League facilities by imposing a new local surcharge on car rentals and a new local tax on hotels, in addition to other existing taxes throughout the county for a period of thirty years. Over the thirty year time period the money raised by the imposition of these new taxes is projected to be expended as follows: twenty-seven per cent for debt service for the multipurpose facility, twenty-nine per cent for enhanced tourism promotion, thirty-one per cent for Cactus League major league baseball facilities, five per cent for amateur and youth sport facilities and three per cent for stadium operations and five per cent for capital repairs and replacement.

A "no" vote has the effect of rejecting a local surcharge on car rentals and a local tax on hotels and removing the authority to fund a multipurpose sport and event facility, youth and amateur sports recreational facilities, tourism and Cactus League facilities with these public funds.

YES

NO

**SAMPLE**

## NOTICE TO VOTERS

1. The polls are open on election day from 6:00 a.m. to 7:00 p.m.
2. Anyone who is either physically or visually impaired or who is unable to read, or understand the contents of the ballot card may be accompanied into the voting booth by a person of the voter's choice or a representative of each major political party for the purpose of assisting the voter in casting the voter's ballot.
3. All qualified voters who are in the line of waiting voters by 7:00 p.m., shall be allowed to prepare and cast their ballot.

**TO CAST YOUR VOTE, make sure you go to the polling place address indicated on the mailing label of this sample ballot.**

## QUALIFICATIONS TO VOTE

In order to vote in this General Election, you must have been registered in a precinct within the boundaries of Maricopa County on or before midnight, Monday, October 9, 2000. If you do not know if you are qualified to vote, you should contact the Maricopa County Recorder's Office at 602-506-1511.

**For information about voting assistance for voters with disabilities  
please call: 602-506-1511 or 602-506-2348 (TDD)**

**Information is also available on the Internet at:  
WWW.RECORDER.MARICOPA.GOV**

## EARLY VOTING

Individuals who are eligible to vote in this election and who wish to vote an early ballot in person may appear at any of the County Recorder Offices located at 111 S. 3rd Ave, Phoenix; 2025 E. University Dr, Phoenix or 222 E. Javelina, Mesa, beginning October 5, 2000. In person voting can be done until 5:00 p.m. on November 3, 2000, the Friday prior to the election.

Early voting also will be available at several satellite sites throughout the county. For locations and hours of operation, please call 602-506-1511.

Requests for a mail ballot can be made by calling Maricopa County Elections Department at 602-506-1511 or 602-506-2348 (TDD). Written requests may be sent to the Maricopa County Elections Department, 2025 East University Drive, Phoenix, 85034 and Internet Requests can be made at the following site: ( <http://recorder.maricopa.gov/recorder/elections/earlyballot.htm> ) Written, Phone or Internet requests must be received by the Office of the County Recorder no later than 5:00 p.m. on the second Friday preceding the election (October 27, 2000). Written requests should include:

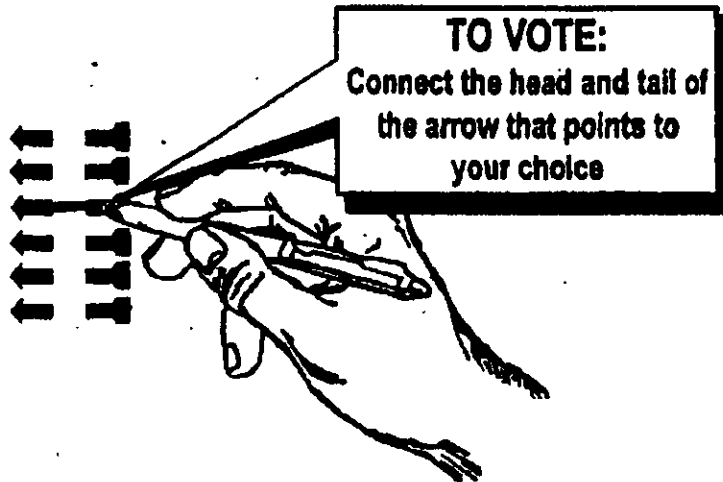
- 1) Name and residence address;
- 2) Birthdate;
- 3) Election for which the ballot is requested;
- 4) Address where the ballot is to be mailed if different than residence address;
- 5) Signature of requester.

In order to be valid and counted, the mailed ballot and Affidavit must be received by the Office of the County Recorder, other officer in charge of elections or deposited at any polling place in the county no later than 7:00 p.m. on election day (November 7, 2000).

# INSTRUCTIONS

FOR VOTING AT THE POLLING PLACE

Using Maricopa County's Scan Voting System



USE ONLY THE SPECIAL PEN PROVIDED IN THE BOOTH

IF YOU MAKE AN ERROR

PLEASE RETURN YOUR BALLOT TO THE ELECTION OFFICIAL  
FOR A NEW BALLOT



